

HOW TO BUILD A MORE COMFORTABLE NEW HOME



By the makers of Armstrong's Building Materials
and Armstrong's Linoleum

WHAT MAKES A NEW

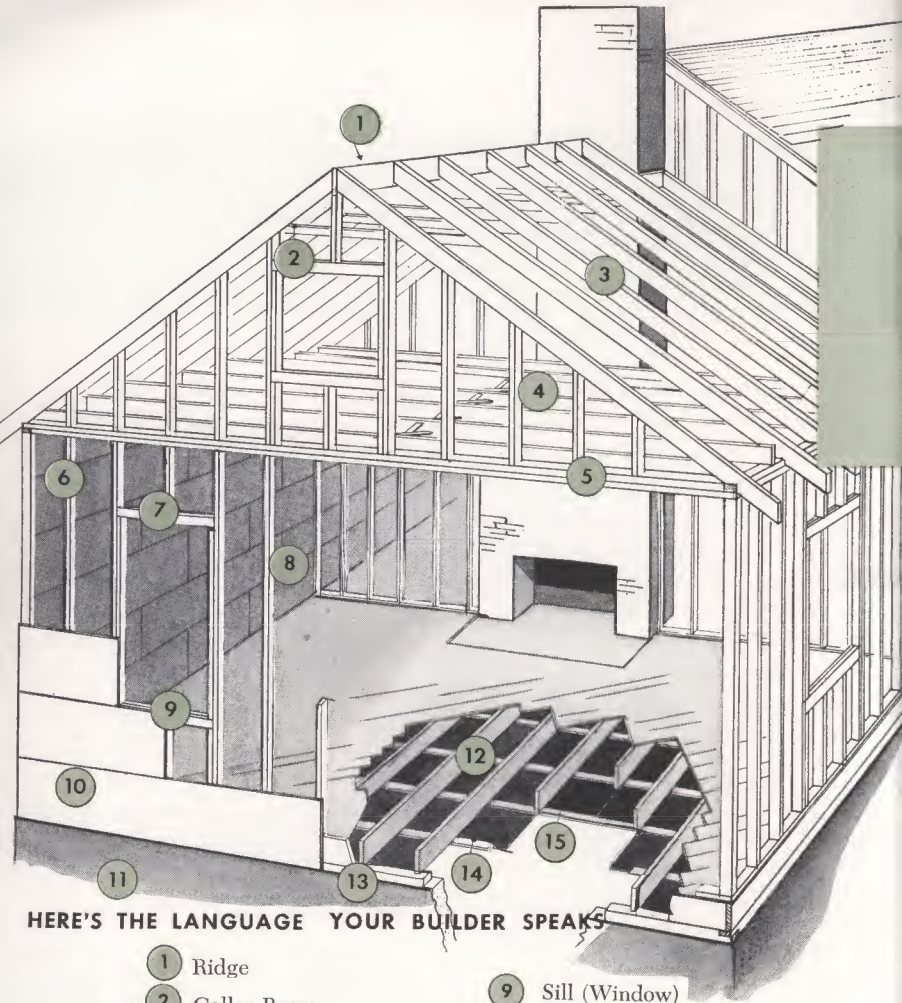


HOME COMFORTABLE?

If you're interested in building a new home, you probably do a good deal of looking at houses other people are building. But as you drive around "window shopping," don't spend all your time looking at those that are nearly completed. It will pay you to study some others that are in the early stages of construction. Here's why.

You can see all kinds of houses going up—brick, stucco, shingle, clapboard, yes, even metal. But you can't tell from the material on the outside, no matter how attractive it is, whether a house will be durable and comfortable to live in. Those values are determined by things you can't see when the house is finished. For instance, a sturdy house must have a strong, well-built frame. And the house should have proper materials over that frame before the outside finish is put on. Those are the materials to look for and to understand, for they usually determine how comfortable your house will be. When you build your new home, you'll have a wide choice of materials and methods to use for making it comfortable. To help you with these decisions, the latest information on Armstrong's building materials is briefly outlined on the following pages. You'll find it useful when you look at houses under construction—and when you plan with your builder how to get the most features of comfort built into your own new home.





HERE'S THE LANGUAGE YOUR BUILDER SPEAKS

- | | |
|-----------------|--------------------|
| 1 Ridge | 9 Sill (Window) |
| 2 Collar Beam | 10 Sheathing |
| 3 Rafter | 11 Foundation |
| 4 Ceiling Joist | 12 Floor Joist |
| 5 Plate | 13 Sill |
| 6 Stud | 14 Furring Strips |
| 7 Header | 15 Interior Finish |
| 8 Lath | |

COMFORT IS APPLIED TO THE FRAME

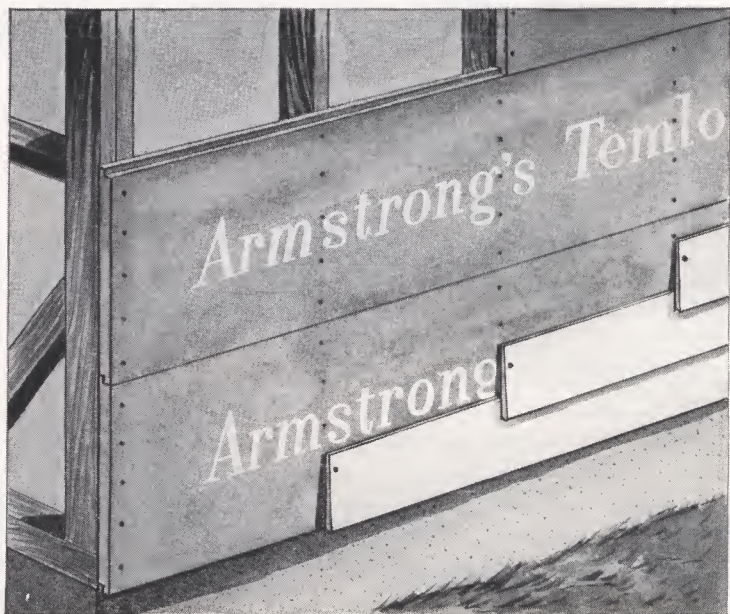
Most houses have a wooden frame like the one shown opposite. Walls and roof are attached to this frame, but the materials used for them and the way they are applied largely determine how comfortable your home will be.

The old traditional method of building walls was to nail wooden boards on the outside of the studding, cover them with building paper and put the outside finishing material over that. Inside, narrow wooden lath was nailed over the entire wall and ceiling for a plaster base. This method is still sometimes used, but it is slower, more expensive, and much less weather tight than new methods which use insulating materials as an integral part of the construction. These materials include insulating sheathing, insulating lath in solid boards, and insulating wool. Insulating sheathing and lath, which are known as rigid insulation, can add great structural strength as well as insulation to the building.



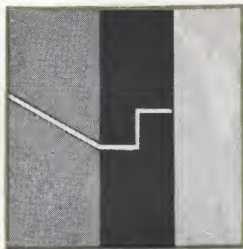
COMFORT CAN BE APPLIED OUTSIDE

Insulating sheathing, applied to the outside of the studs, strengthens the structure and makes your house more comfortable all year round. This one material replaces both wooden sheathing and building paper. It is much faster to erect than wood sheathing, eliminates much of the waste in cutting, and its insulating qualities reduce heat loss through walls in winter as much as 32%—assuring you of substantial savings on your fuel bill year after year.



SAVES FUEL . . .

Armstrong's Temlok® Sheathing is good insulation, and the shiplapped edges of the 2' x 8' size prevent drafts at the joints. You can repay its cost with the money you will save in fuel over just a few winters.



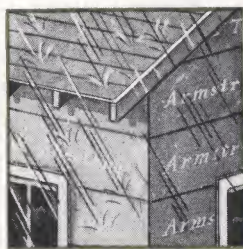
ADDS STRENGTH . . .

Structural strength and rigidity of the building frame are greatly increased by Temlok Sheathing. It has a bracing strength much greater than that of horizontal wood sheathing in actual comparative tests.



MOISTURE SEALED . . .

The moisture protection of Temlok Sheathing goes all the way through each piece. In its manufacture, asphalt is mixed right in with strong wood fibers, surrounding each fiber with a waterproofing seal of asphalt.



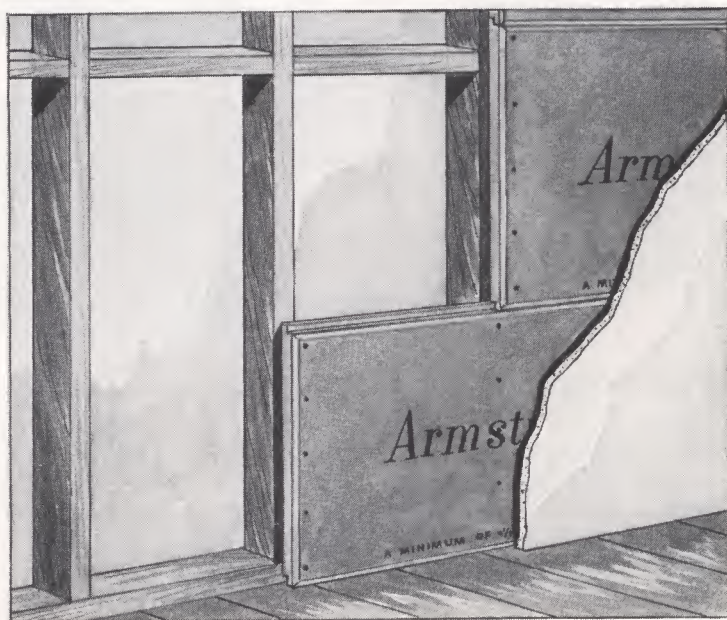
SAVES MONEY . . .

Costs are cut by use of the big, easy-to-handle boards of Temlok Sheathing. They are light in weight, so one man can handle them, yet they cover large areas quickly, saving money on both labor and materials.



COMFORT CAN BE APPLIED INSIDE

Insulating plaster lath is a good way to get stronger, better insulated walls. Armstrong's Temlok Lath is nailed directly over the studs, and plaster is applied to its surface. The fibrous surface of Temlok holds plaster tenaciously. Its moisture resistance permits plaster to dry slowly, reducing checks and cracks. Its insulating value makes it possible to keep rooms such as living rooms and bedrooms at different temperatures without undue heat loss between them.



SAVES FUEL . . .

Temlok Lath is made of wood fibers formed into a rigid board. The millions of tiny cells between its fibers act as still air spaces to give very high resistance to heat flow. That means less fuel—more comfort.



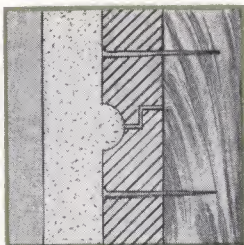
GOOD PLASTER BASE . . .

Temlok Lath provides a base that grips plaster many times stronger than required by U. S. Commercial Standards. This strong bond between plaster and Temlok Lath means extra protection against loose or falling plaster.



REDUCES CRACKING . . .

Temlok Lath is highly resistant to moisture, permitting plaster to dry slowly thus minimizing cracking and crazing. Temlok Lath has a scoop-bevel joint, providing an extra thickness of plaster where it is most needed.



RAPID INSTALLATION . . .

Convenient size boards (18" x 48") make installation fast and easy. Temlok Lath is ship-lapped on the two long edges to insure a tight, even wall. Also, it is quickly nailed in place, saving time and money.

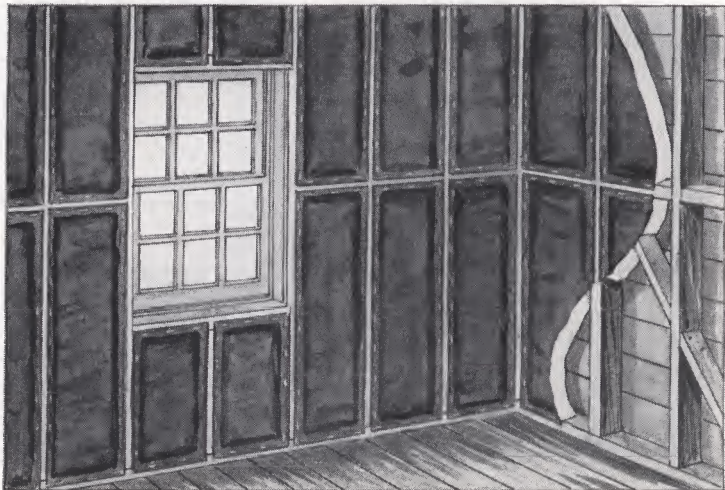


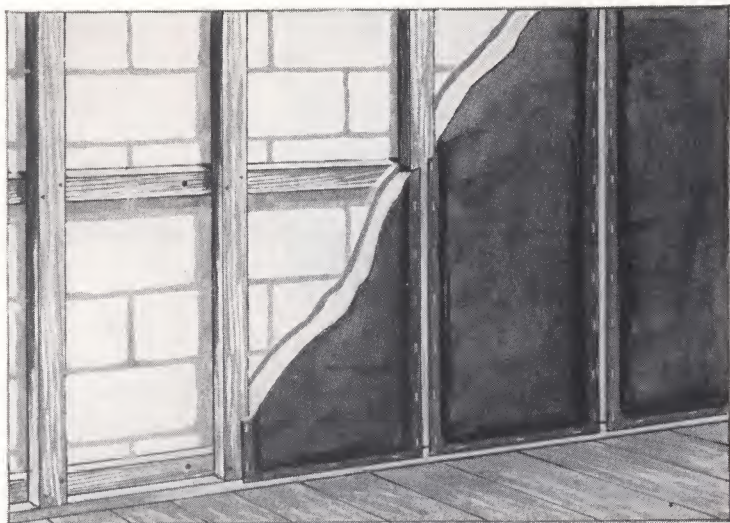
COMFORT CAN BE APPLIED

BETWEEN THE STUDS

Insulating wool is used in the spaces between the studs to prevent heat loss across this space. Armstrong's Insulating Wool acts as a blanket, wrapping your whole house in permanent comfort. It is made of Fiberglas*, tiny filaments of real glass, which can't burn or decay. On the side that goes toward the room, Armstrong's Insulating Wool has a layer of heavy, vapor-seal paper which acts as a barrier to moisture. The other side is bound by a thickness of perforated breather-paper which allows circulation of air to prevent condensation. Natural springiness of the Fiberglas holds it in place, thus preventing settling of the material and gaps which would allow heat to pour through.

* ® Owens-Corning Fiberglas Corp.





COMFORT CAN BE APPLIED

TO MASONRY WALLS

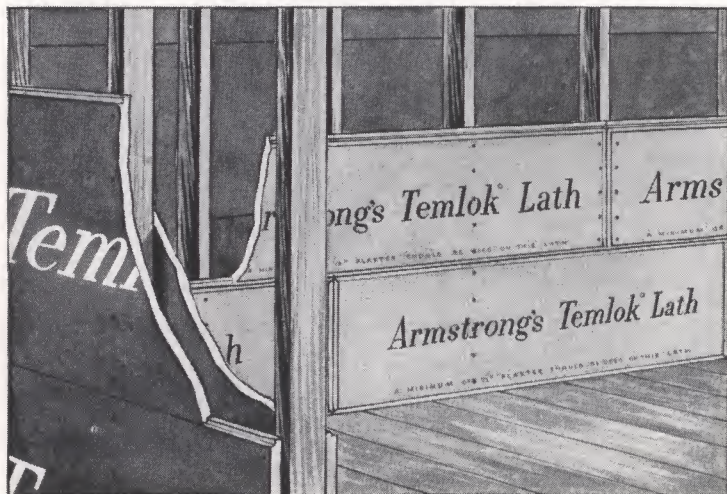
Solid masonry walls, unless properly insulated, present a condensation problem. There is a tendency for condensation to form on inside wall surfaces. If plaster is not separated from the masonry wall, drops of water may form on it ruining the paint and wall paper.

The most effective way to prevent this is by tacking Armstrong's Insulating Wool to furring strips applied inside the masonry wall, as shown. This keeps air inside, which is warm and heavily laden with moisture, from coming in contact with cold masonry surfaces and making them "sweat."

"DOUBLE INSULATED" WALLS

DOUBL

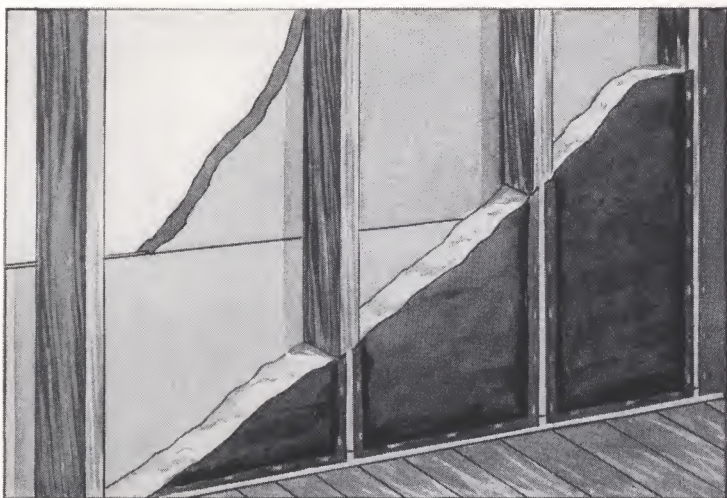
Except in the mildest climates, a most economical way to insulate is by using "double insulated" walls. Armstrong's Temlok Sheathing on the outside of the studs and Temlok Lath on the inside provide this double insulation. The sheathing, sealed against wind and moisture, keeps out the weather. The lath provides additional insulation.



Temlok Sheathing outside and Temlok Lath inside give double protection to walls and provide greatly increased insulation value.

COMFORT AND ECONOMY

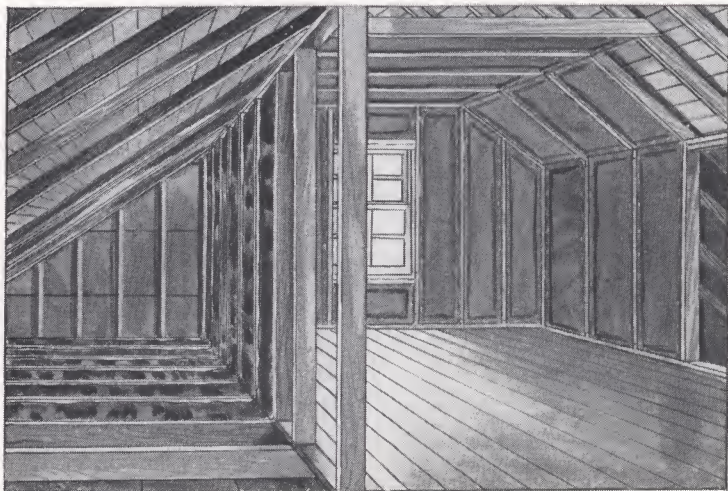
Another effective way to achieve the same result is by the use of Armstrong's Temlok Sheathing on the outside of the studs and Armstrong's Insulating Wool in the spaces between the studs. This method provides the maximum in insulating value and, in addition, offers the greatest protection against condensation. The insulating sheathing forms a strong, weather-tight wall. The vapor-seal paper on the insulating wool keeps warm, moisture-laden air from penetrating into the wall to cause condensation which rots the structure or causes damage to exterior painted surfaces.



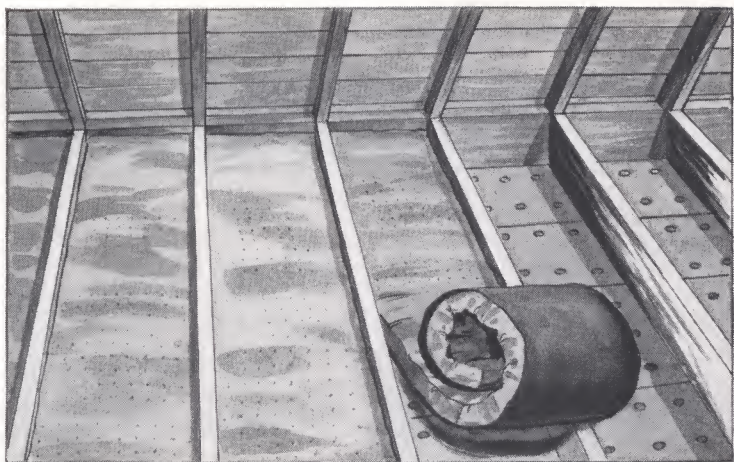
Armstrong's Temlok Sheathing and Armstrong's Insulating Wool are another effective combination offering maximum comfort and economy.

COMFORT CAN BE APPLIED ON TOP

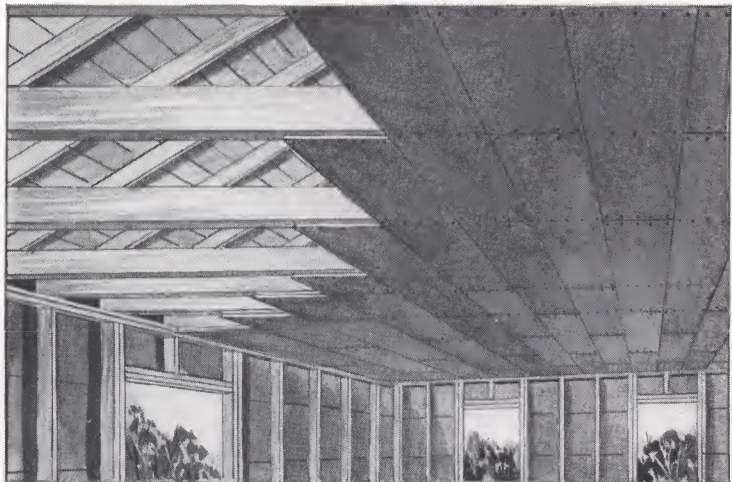
Have you ever noticed how fast snow melts on the roofs of some of the houses on your street? If you looked in the attic, you'd see why—no insulation. Heat rises, and, unless the attic is insulated, it goes right up through the roof instead of keeping the house warm. In summer, with the sun beating on the roof all day long, attics get unbearably hot without insulation. That's why it's so important to insulate the attic—not only for winter fuel saving but also for comfort all year.



Here, Armstrong's Insulating Wool covers the unused part of the floor, as well as the walls and ceiling of the new attic room.



Look how easy it is to get effective insulation in your attic! Big, neat rolls of Armstrong's Insulating Wool fit right between the joists.



Another way to insulate is with Temlok Lath. Since this attic is to be used only for storage, lath is applied to the second floor ceiling.

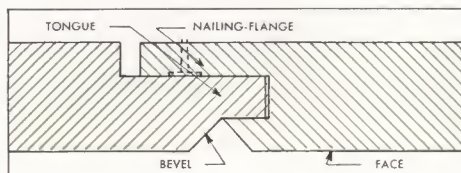
WALLS AND CEILINGS THAT

DECORATE, INSULATE

Armstrong's Temlok Interior Finish offers a practical interior wall surface that gives you beauty, economy, and maximum comfort. It's made in "tile" and "planks" with beveled edges and in large size "boards." All three forms are beautifully finished at the factory in soft, light colors. And all of the three forms may be combined or used separately for harmony with your decorative plan.

The insulating quality of Temlok Interior Finish makes it ideal to use if you want extra living space in the attic, where rooms are often too hot and stuffy. And in the basement, Temlok will help make it easier to keep the room at a comfortable temperature in spite of dampness and cold.

Best of all, Temlok Interior Finish is inexpensive, because it is easily and quickly installed. Temlok is simply nailed or stapled to wood "furring" strips on the studs or joists. The secret of this quick installation lies in Armstrong's new Lok-Bevel joint, diagrammed below. This new type joint makes for tighter construction, too. There will be no dark gaps at the joints if changes in the seasons should cause expansion or contraction of the Temlok walls and ceilings.





WORK-SAVING WALLS FOR

THE "WORK CENTER"

Your new kitchen should be as bright and pleasant a place as possible and at the same time easy to care for. Sparkling walls of Armstrong's Monowall® add to your pleasure every minute you spend in the kitchen, because they're so cheerful, so easy to clean. Monowall, with its mirror-smooth surface, can be wiped clean with a damp cloth or washed with mild soap and water. And you don't have to worry about spilling food or most liquids on Monowall. The tough surface can't chip, crack, or peel and, since it doesn't stain or fade easily, Monowall's bright beauty lasts for years. It is available in a wide choice of bright colors that make it easy to plan an attractive decorative scheme.

The three different designs of Monowall panels can be used to make bathrooms seem larger. The plain panels make the room appear broader, while the long score lines of the streamline-design give an effect of greater depth. Tile patterns can be used with either of the other two or used alone to form interesting and attractive combinations. Let your dealer show you samples of Monowall in all the beautiful colors. Then you can select the color or combination which best suits your own decorative plan.





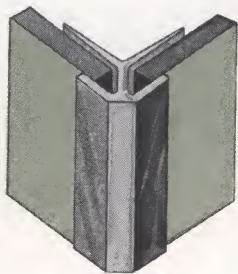
EASY-TO-CLEAN WALLS

IN THE BATHROOM

Your bathroom will probably get as hard usage as any room in the house. Walls and ceilings are subjected to splashing water, steam, spilled liquids, and frequent cleaning. Armstrong's Monowall is an ideal surface to withstand this kind of treatment. It is moisture resistant and has a brilliant, smooth surface that's as easy to wipe clean as the bathroom mirror or the surface of a porcelain sink.

Monowall is a hardened wood-fiber board with a finish that won't chip, crack, craze, or peel. The glossy surface doesn't hold dust and even the score lines are smooth, with no dirt-catching "whiskers." The sloping shoulders of these score lines permit the application of the same thickness of the durable finish on the shoulders as on the face of the panel. This is one of the hidden quality-features that make Monowall a superior panelboard.

Monowall comes in big, convenient panels with attractive metal channels to provide a de luxe finish for corners and joints. Additional protection is provided around the



bathtub by a special metal channel and waterproof cement to prevent water from seeping into the plaster. The large panels allow quick installation, so you'll find that building costs will be lower. Monowall's range of attractive colors and designs makes it suitable for almost any modern decorative scheme.



NOW YOU CAN ADD THE

COMFORT OF QUIET

Quiet should also be a consideration in the planning of your new home. There are almost sure to be several rooms that will present noise problems. Armstrong's Cushiontone, a fiberboard acoustical tile, absorbs much of the noise in these areas and gives the entire home a more quiet, and more restful atmosphere.

In kitchens, for example, modern ceilings of Cushiontone help to muffle the irritating noises of meal preparation—the rattle of pots and pans, the clatter of dishes, the banging of cabinet doors. Cushiontone also helps to keep down the penetrating noise of basement recreation rooms and workshops. It is an ideal material for quieting children's rooms.

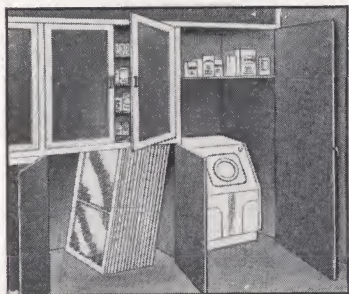
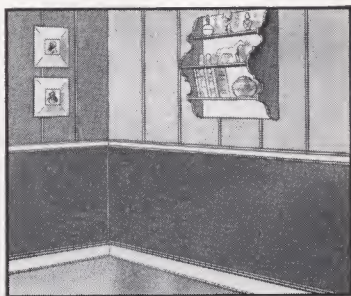
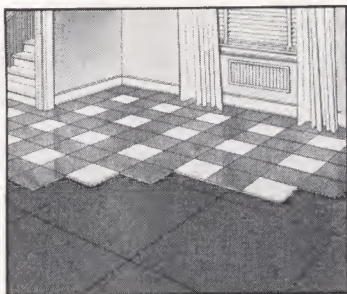


Cushiontone's perforated surface absorbs noise. The white painted tiles are repaintable, washable, light-reflecting, and quickly installed by cementing or nailing.

THE LAST WORD IN

COMFORT

Many of the ideas that will make your house more comfortable, more charming, and more truly yours are readily built in with Armstrong's Hardboards. For such items as paneling, extra closets, cupboards, radiator covers, partitions, and wainscots, Armstrong's Hardboards are ideal. These pressed wood-fiber boards won't fade, chip, crack, or splinter. Armstrong's Hardboards can be shaped and finished like lumber with stain, varnish, paint, or wax.



**See your lumber dealer for samples
and prices of**

ARMSTRONG'S BUILDING MATERIALS

Armstrong's Temlok® Sheathing and Lath—sturdy fiberboard that adds structural strength and efficient insulation. Asphalt-impregnated Temlok Sheathing — a strong, weather-tight base for exterior finish; Temlok Lath—an efficient plaster base.

Armstrong's Temlok Interior Finish—a decorative finish, smooth surfaced and factory painted. Three specialized forms: tile, planks, and large boards for a great variety of interior uses.

Armstrong's Monowall®—hardened fiberboard in large panels for rapid installation. Factory finished in colorful plain, tile-, and streamline-designs. Won't chip, crack, or peel. Cleans easily, needs no refinishing.

Armstrong's Insulating Wool—made of efficient Fiberglas*—fine, closely interlaced glass fibers that insulate efficiently. Won't settle, burn, decay, or absorb moisture. Four convenient forms: roll blankets, batt blankets, small batts, pouring wool.

Armstrong's Hardboards—for cabinets, partitions, closets, and wainscoting. Easy to finish in paint, varnish, stain, or wax.

Armstrong's Cushiontone®—A perforated fiberboard for ceilings. Absorbs as much as 75% of the sound that strikes it. Doesn't lose its acoustical efficiency with repainting. Easy to install.

* ® Owens-Corning Fiberglas Corp.

ARMSTRONG CORK COMPANY

Building Materials Division



Lancaster, Pennsylvania

See your lumber dealer for samples

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